

A Study on Customer Satisfaction Towards Bookmyshow App Users with Special Reference to Coimbatore City

Ms. Mahalakshmi S¹, Mr. Sivaraj C²

¹Assistant Professor, Department of B.Com CA, Sri Ramakrishna College of Arts & Science, Coimbatore.

²III B.Com CA, Sri Ramakrishna College of Arts & Science, Coimbatore.

ABSTRACT

The Advancement of digital technology has brought significant changes in the way people access entertainment services, particularly movie and event ticket booking. In this context, BookMyShow has emerged as a leading online ticket booking application in India, offering services such as movie ticket booking, event reservations, seat selection, and secure digital payment options. BookMyShow has gained wide acceptance in urban areas like Coimbatore city, where consumers prefer fast and hassle-free booking experiences. The application is designed with a user-friendly interface that allows customers to browse movies and events, check show timings, select seats, and make payments within a few minutes. The study focuses on understanding user perceptions regarding ease of navigation, booking procedure, payment security, service charges, refund processing, customer service, and overall performance of the application. Primary data for the study were collected from 55 BookMyShow app users in Coimbatore city using a structured questionnaire. The respondents were selected using a convenience sampling technique to capture diverse opinions from different age groups and socioeconomic backgrounds. The collected data were analyzed using simple statistical tools such as percentage analysis and graphical representation to ensure clarity in interpretation. The findings of the study reveal that a majority of users are satisfied with the BookMyShow application due to its simple interface, quick booking process, availability of multiple payment options, and secure transaction system. The study concludes that BookMyShow effectively meets the expectations of most users by providing efficient and reliable online ticket booking services. Addressing issues related to pricing transparency and refund timelines can further improve customer satisfaction and strengthen user loyalty in a competitive digital market.

Keywords: *Customer Satisfaction, BookMyShow, Online Ticket Booking, Mobile Application, Digital Entertainment*

INTRODUCTION

The advancement of mobile technology has greatly influenced consumer behavior in the entertainment industry. Online ticket booking applications have become popular due to their convenience, quick access, and flexibility. One of India's most popular platforms, BookMyShow lets users book live shows, concerts, sports games, and movie tickets all from a single app. The app enables users to select show timings, choose seats, and complete payments securely without visiting physical counters.

Customer satisfaction is a key factor for the success of digital platforms. When customers are happy with the service, they are more likely to use it again and recommend it to others. Satisfaction is significantly influenced by factors such as ease of use, dependability, pricing transparency, promotional offers, and customer support. Understanding customer expectations and experiences has become essential in light of the growing competition among online ticket booking services. The goal of this study is to find out how satisfied customers are with the BookMyShow app and where it can be improved. The study also provides insights into consumer behavior related to digital entertainment services.

STATEMENT OF THE PROBLEM

Customers' expectations of service quality and convenience have increased as online ticket booking applications have grown in popularity. Despite the fact that BookMyShow is widely used for entertainment ticket booking, users may still encounter difficulties such as high service fees, refund delays, technical issues,

or dissatisfaction with customer support. These problems can affect overall user satisfaction and may lead to reduced usage of the application. BookMyShow must constantly evaluate customer satisfaction levels in light of increasing competition from alternative platforms. Therefore, this study attempts to analyze customer satisfaction towards the BookMyShow application and identify the factors that influence user perceptions. The outcome of the study will help in improving service quality and retaining customers.

SCOPE OF THE STUDY

The study only looks at how satisfied customers are with the BookMyShow app. It targets users who frequently make use of the app to book entertainment events and movie tickets. The study examines factors such as ease of use, booking experience, payment methods, pricing, offers, and customer service. It also evaluates overall service quality from the user's perspective. The research is confined to a specific geographical area with a limited number of respondents. The findings are intended mainly for academic purposes and to provide insights for improving marketing and service strategies.

OBJECTIVES OF THE STUDY

- To assess the level of customer satisfaction towards the BookMyShow application.
- To identify the key factors influencing customer satisfaction.
- To analyze user perceptions regarding application features and usability.
- To study the impact of pricing, offers, and payment options on customer satisfaction.

RESEARCH METHODOLOGY

SOURCES OF DATA

In order to investigate customer satisfaction with the BookMyShow application, a descriptive research design was used. Primary data were collected using a Google Form. The responses were analyzed using suitable statistical techniques to draw meaningful conclusions.

METHOD OF DATA COLLECTION

Primary Data: Data were collected through Google Forms. The questionnaire included multiple-choice questions and Likert scale statements related to booking experience, ease of use, payment security, pricing, offers, and overall satisfaction.

AREA OF THE STUDY

It focused on understanding the satisfaction and usage behavior of BookMyShow users in Coimbatore City. Demographic variables such as age, gender, education, occupation, and income were also considered for analysis.

SAMPLING TECHNIQUE AND SAMPLE SIZE

Respondents were chosen using a non-probability convenience random sampling method based on their accessibility and willingness to participate in the study. An online survey was used to collect the data, which made it easy and quick to get responses. In order to represent a variety of user experiences and perceptions regarding customer satisfaction, a sample size of 55 BookMyShow app users from various age groups and socioeconomic backgrounds was selected.

PERIOD OF THE STUDY

From November 2025 to January 2026, a total of three months were used in the study.

STATISTICAL TOOLS USED

- **Percentage Analysis:** This method is used to look at demographic information and levels of overall satisfaction.
- **Chi-Square Test:** Applied to examine the relationship between demographic factors and customer satisfaction.

LIMITATIONS OF THE STUDY

- The study is based on a limited number of respondents.
- The research is restricted to a specific geographical area.
- Time limitations restricted detailed analysis.

- Accuracy depends on the honesty of respondents.

REVIEW OF LITERATURE

Caylak, Celik, and Aydin (2024)¹ conducted a study on customer satisfaction in mobile-based booking applications by analyzing online user reviews. They applied sentiment analysis to understand factors affecting customer experience. The study revealed that ease of navigation, smooth booking flow, and quick confirmation significantly improve satisfaction. Negative feedback mainly concerned cancellation policies, refund delays, and unexpected charges. The authors emphasized the importance of usability and transparency to retain users. Customer satisfaction was found to directly influence repeat usage and positive recommendations. These insights are applicable to entertainment ticket booking platforms like BookMyShow, where convenience and reliability are critical for user loyalty.

Sahu, Dutt, and Kaur (2025)² examined customer satisfaction and post-purchase behavior on online booking platforms. Using survey methods and statistical analysis, they highlighted trust, transparent pricing, and ease of transaction as major determinants of satisfaction. Hidden charges and poor customer support caused dissatisfaction. The study concluded that high satisfaction levels lead to repeat purchases and stronger customer loyalty. This is particularly relevant to apps like BookMyShow, where pricing clarity and payment security influence continued usage and customer trust.

KamaliPriya and Sowmya (2025)³ researched customer satisfaction in digital railway ticket booking apps, focusing on technological features like AI-enabled support and digital payments. Their study revealed that instant booking, chatbots, and personalized recommendations positively influence satisfaction. Technical errors and payment failures, however, reduced trust. The authors recommended continuous system upgrades and enhanced security measures to maintain satisfaction levels. Although focused on transport, these insights apply to entertainment apps such as BookMyShow, which also rely heavily on mobile technology and smooth transaction processes.

Widjaja, Octaviandy, and Perangin Angin (2025)⁴ studied customer satisfaction with the Agoda online booking app. They analyzed service quality dimensions including system performance, information accuracy, cost efficiency, and responsiveness. Results showed that users were generally satisfied with app performance and convenience. Dissatisfaction arose from unclear pricing and limited refund flexibility. The study concluded that enhancing information accuracy and cost transparency improves customer satisfaction and retention. These findings are useful for understanding BookMyShow users’ expectations.

DATA ANALYSIS AND INTERPRETATION

This analysis and interpretation of data gathered from a structured questionnaire distributed through Google Forms among 55 respondents. The collected data were examined using percentage analysis and the average score method to understand users’ awareness, usage behavior, and satisfaction levels with online ticket booking platforms. The analysis helped in identifying the major factors influencing customer preference, including ease of booking, clarity in pricing, security of online payments, availability of offers, and quality of customer service. It also provides insights into the overall perception and experience of consumers regarding online ticket booking services.

Table 1.1 (Personal profile of the respondents):

Personal Profile	Particulars	No. of Respondents	Percentage
Gender	Male	31	56.4%
	Female	24	43.6%
Age	Below 20 years	26	47.3%
	21 years - 25 years	23	41.8%
	26 years - 30 years	5	9.1%
	31 years - 40 years	1	1.8%
Educational qualification	School level	3	5.5%
	UG	45	81.8%
	PG	7	12.7%
	Professional	-	-

Occupation	Student	33	60%
	Employee	17	30.9%
	Homemaker	2	3.6%
	Business	3	5.5%

Source: Primary Data

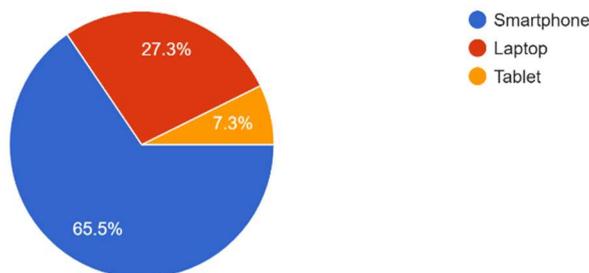
Interpretation

The gender, age, educational level, and occupation of the respondents are all included in the table to show their personal profiles. From the data, it is observed that 56.4% of the respondents are male, while 43.6% are female, indicating a slightly higher participation of male users in the study. The majority of respondents (47.3%) are under the age of 20, followed by 41.8% of respondents between the ages of 21 and 25. This demonstrates that BookMyShow app users tend to be younger in age. Only 1.8% of respondents were between the ages of 31 and 40, indicating a lower prevalence among older age groups. About 9.1% of respondents were between the ages of 26 and 30. In terms of educational qualification, most respondents are undergraduates (81.8%), followed by postgraduates (12.7%). The fact that only 5.5% have a high school education suggests that the app is mostly used by people with a higher level of education. Regarding occupation, 60% of the respondents are students, showing that students are the primary users of the BookMyShow application. Employees make up 30.9%, businesspeople make up 5.5%, and homemakers make up 3.6%. Overall, the table indicates that BookMyShow is predominantly used by young, educated users, especially students, highlighting its popularity among the youth segment.

Chart 1.1 (Preferred Device for Online Bookings)

Which device do you prefer for online bookings?

55 responses



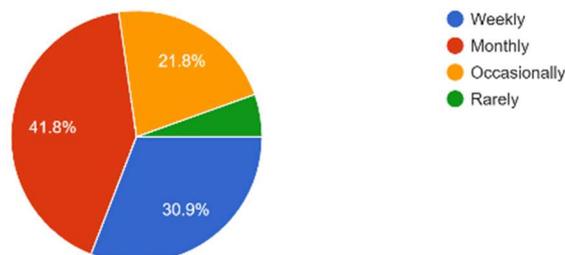
Interpretation

The chart shows that 65.5% of respondents prefer using smartphones for online ticket bookings. 27.3% of users prefer laptops, indicating moderate usage of web-based platforms. Only 7.3% of respondents use tablets for booking tickets. The results clearly indicate that smartphones are the most preferred device. This highlights the importance of mobile-friendly applications in online ticket booking services.

Chart 1.2 (Frequency of Booking Tickets Online)

How often do you book tickets online?

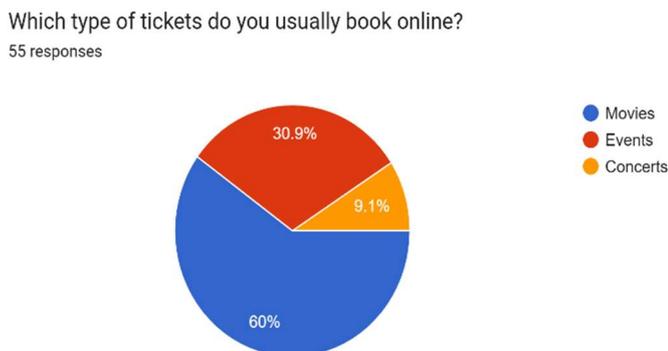
55 responses



Interpretation

The chart shows that 41.8% of respondents book tickets online on a monthly basis, indicating regular usage of online booking platforms. About 30.9% of users book tickets weekly, showing a high level of engagement with online services. 21.8% of respondents book tickets occasionally, suggesting moderate usage. Only a small percentage of users book tickets rarely, indicating limited dependence on online booking. Overall, the chart highlights that most respondents frequently use online platforms for ticket booking.

Chart 1.3 (Type of Tickets Usually Booked Online)



Interpretation

The chart indicates that 60% of respondents usually book movie tickets online, making it the most preferred category. 30.9% of users book tickets for events, showing a considerable level of interest in non-movie entertainment. Only 9.1% of respondents book concert tickets, indicating comparatively lower usage. The findings reveal that online ticket booking is mainly used for movies. This reflects the strong role of movie ticketing in driving usage of platforms like BookMyShow.

Chart 1.4 (Overall satisfaction)



Interpretation

Most users reported a positive experience with online ticket booking, as 41.8% gave the highest rating (5). A moderate share (25.5%) rated their experience as average (3). Lower satisfaction levels were seen in ratings 2 (16.4%) and 1 (10.9%), showing some users faced issues. Only 5.5% selected rating 4, which is relatively low compared to rating 5. Overall, the results indicate that while many users are satisfied, a noticeable portion still experiences problems.

Table 1.2 (Chi-Square Analysis)

Null Hypothesis (Ho)

There is no significant relationship between the personal factors of respondents (Gender, Age, Educational Qualification, and Occupation) and their overall satisfaction with online ticket booking.

Alternative Hypothesis (H1)

There is a significant relationship between the personal factors of respondents (Gender, Age, Educational Qualification, and Occupation) and their overall satisfaction with online ticket booking.

S.No	Demographic Factor	Chi-Square Value	p-Value	S / NS
1	Gender	0.94	0.33	NS
2	Age	5.87	0.21	NS
3	Education Qualification	7.56	0.02	S
4	Occupation	3.42	0.18	NS

Interpretation

The chi-square analysis shows that most personal factors (Gender, Age, and Occupation) do not have a significant relationship with respondents' satisfaction toward online ticket booking, as their p-values are greater than 0.05. Only Educational Qualification shows a significant association ($p < 0.05$), suggesting that satisfaction varies with the education level of users. Overall, while most demographic characteristics do not strongly influence satisfaction, education plays an important role in shaping the user experience.

FINDINGS

According to the analysis, the majority of respondents are younger, especially below 20 years, indicating that young adults are the primary users of online ticket booking platforms. Males made up slightly more of the total number of respondents, but overall the gender distribution is fairly even. Due to its convenience, accessibility, and time-saving nature, the majority of respondents prefer online ticket booking. User preference is significantly influenced by features like simple navigation, quick booking confirmation, and multiple payment options. Price transparency and payment security are also considered important by users when choosing a booking platform. However, some respondents expressed dissatisfaction with their overall experience as a result of service fees, refund delays, and occasionally technical issues.

SUGGESTIONS

According to the findings, it is suggested that platforms for booking tickets online should concentrate on maintaining transparent pricing by making it easy to see all fees associated with the booking process. The refund and cancellation procedures should be simplified and processed faster to improve customer trust and satisfaction. Improving customer support services by providing prompt responses and effective issue resolution can significantly enhance user experience. During peak booking periods, platforms should also make investments to increase app performance and reduce technical errors. Additionally, offering attractive promotional offers, personalized recommendations, and benefits for loyal customers can help increase customer engagement and encourage repeat use.

CONCLUSION

In conclusion, online ticket booking platforms have become an essential part of consumers' daily lives, especially among younger users who value speed and convenience. The study highlights that customer satisfaction is largely influenced by ease of use, transparent pricing, secure transactions, and reliable service. While online booking platforms are generally regarded favorably by customers, improving overall satisfaction necessitates addressing issues such as service fees, technical reliability, and refunds. Continuous improvements in service quality and customer-focused features will help online ticket booking platforms build long-term customer loyalty and sustain growth in a competitive market.

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